

Lubbock Lake Landmark



Strategic Plan 2015 – 2019

Mission Statement

Lubbock Lake Landmark provides leadership through stewardship, research, and education to reveal cultural and natural heritage for the public and scientific communities.

Vision

Lubbock Lake Landmark will be an international leader in research and heritage management of cultural and natural resources.

Values – Lubbock Lake Landmark is committed to:

- Pursuit of excellence in research and education
- Fostering an enriching environment for all people
- Advancing the highest professional and ethical standards
- Exemplary safeguarding of its public trust

Major Goal Categories

- Research
- Engagement
- Academics
- Sustainability

Goal 1. Research – enhance the Lubbock Lake Landmark as a leading Quaternary Research facility.

Objectives

- 1.1. Develop heritage management landscape research
- 1.2. Provide collaborative research opportunities for informal educators
- 1.3. Develop and implement environmental literacy research
- 1.4. Examine climate change, ecosystems, and their effect on culture and biological communities
- 1.5. Examine relationships between past peoples and the landscape

Goal 2. Engagement – provide a place and resources that encourage public interaction with nature and cultural heritage.



Objectives

- 2.1. Provide programs that disseminate knowledge and skills for the pre-K-12 community
- 2.2. Integrate environmental education concepts and material culture into public programming
- 2.3. Foster learning, participation, and support through community outreach
- 2.4. Encourage environmental literacy and heritage education that supports docent and volunteer programs
- 2.5. Strengthen exhibits and other interpretive tools to engage visitors and provide a platform for informal learning

Goal 3. Academics – enhance programs and partnerships that provide research and educational opportunities for academic communities.

Objectives

- 3.1. Increase utilization as an outdoor laboratory
- 3.2. Increase research opportunities for students
- 3.3. Strengthen recruitment of students into Museum Science, Heritage Management, and Interdisciplinary Studies

Goal 4. Sustainability – insure the Landmark’s living legacy for generations to come.

Objectives

- 4.1. Enhance public awareness
- 4.2. Grow the Heritage Landscape Management program
- 4.3. Increase and enhance resources as a foundation for growth and development
- 4.4. Foster environmental responsibility
- 4.5. Expand systematic planning process





Reflecting Texas Tech University Strategic Priorities

The Landmark's strategic plan supports all five of the Strategic Priorities of Texas Tech University: Priority 1 – increase enrollment and promote student success; Priority 2 – strengthen academic quality and reputation; Priority 3 – expand and enhance research and creative scholarship; Priority 4 – further outreach and engagement; and Priority 5 – increase and maximize resources.